Adv... Thursday

Crain's Magazine of the Creative Process

REPORT
ct Marketing

(From left) Paul Keye, Mario Donna, Leonard Pearlstein

KEYE/DONNA/ PEARLSTEIN

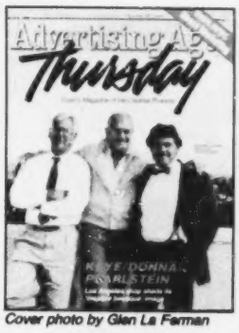
Los Angeles shop sheds its 'creative boutique' image

CONGLI AA 860999 99 KRA
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014
*********5-DIGIT 20014

Thursday

Riding high at Keye

While Keye/Donna/Pearlstein has yet to achieve the national prominence enjoyed by a handful of West Coast agencies such as Chiat/Day, Los Angeles, and Hal Riney & Partners, it has been steadily gaining momentum by delivering excellent (and sometimes brilliant) creative work. These qualities, and K/D/P's independent status, have made the agency a prime acquisition target. *See Page 4.*



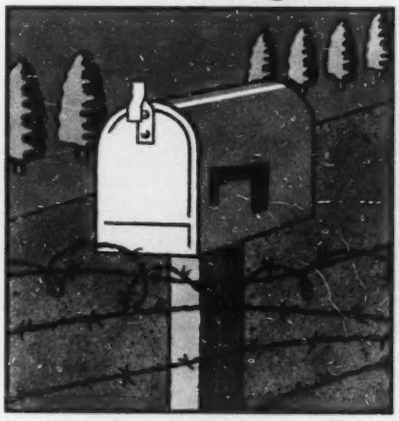
Cover photo by Glen La Ferman

Under it all in London

Travelers on London's subway system are seeing a remarkable transformation in the bowels of the earth. London Underground Ltd. is spending about $120 million on revamping 140 stations in a network that opened in 1863.

Dark, dingy and soulless stations are being given more than just a dab of paint, as the aim of this modernization program is to make the daily journeys of 2 million passengers more pleasant by giving stations character and identity.

The London Underground is following a well trodden path. In the 1930s, the London subway system set new standards both in poster advertising and in subway station design. *See Page 52.*



Special Report—Direct Marketing

Many view the direct mail that fills their mailboxes and the telemarketing calls that ring at all hours as an invasion of their privacy. As many states respond to these beliefs, direct marketers work to maintain their right to pursue business in an unrestricted environment, a business that generates about $40 million in sales of goods and services, according to the Direct Marketing Assn. This issue and others are examined, beginning on *Page 15.*

Presstime

Bozell wins Merrill

NEW YORK—Merrill Lynch & Co. has moved its $45 million general advertising and direct-response account to Bozell, Jacobs, Kenyon & Eckhardt from Young & Rubicam. BJK&E last year picked up Merrill's $5 million Unit Trust investment group from Y&R. The switch is tinged with controversy, because William Appelman, the senior vp-group creative director at Y&R heading up the creative attempts to save the business, announced he was leaving to join BJK&E in the new post of exec vp-executive creative director on the same day Merrill announced the switch. N W Ayer, Dancer Fitzgerald Sample and Grey Advertising also vied for the account.

B&S gets Magnavox

KNOXVILLE, TENN.—N.A.P. Consumer Electronics Corp. has chosen Backer & Spielvogel, New York, for its estimated $10 million Magnavox account. Doyle Dane Bernbach previously handled (AA, March 3). The company continues a review for its Sylvania and Philco brands. DDB is the incumbent on Sylvania; Davis-Newman-Payne here and Infantino Corea & Enterprises, Rochester, N.Y., handle Philco.

Burnett drops Fisher Nut

CHICAGO—Leo Burnett USA this week resigned Beatrice Cos.' approximately $4 million Fisher Nut account due to "business philosophy differences." Separately, Burnett exec vp Bob Barocci has resigned to pursue other opportunities. Last fall, Mr. Barocci was moved from president of Leo Burnett International to exec vp at the parent company, overseeing new-business development and corporate relations (AA, Sept. 30).

Healthy chicken pitch

MIAMI—Burger King Corp.'s introductory network tv ad thrust for Chicken Tenders will feature a quality and health-oriented pitch themed "Ain't nothing like the real thing." BK will stress the 100% breast meat content of its finger-food product and pitch its frying of Chicken Tenders in vegetable oil. BK delayed the national rollout (AA, Nov. 18, *et seq.*) until April to ensure adequate supplies, said vp-marketing Tom Sawyer. J. Walter Thompson USA, New York, handles.

New life for AD/SAT

NEW YORK—British Printing & Communication Corp., a unit of Robert Maxwell's Pergamon Press Ltd., has acquired the assets and the name of AD/SAT Inc. from a joint venture of Robert Wold Co., Los Angeles, and Mitsui & Co. USA, the U.S. unit of Mitsui, Tokyo. The acquisition brightens prospects that the satellite transmission service for newspaper ad materials will finally get off the ground after more than a year of planning and efforts to get financing. N.S. (Buddy) Hayden remains AD/SAT president, but the company will move here from Los Angeles.

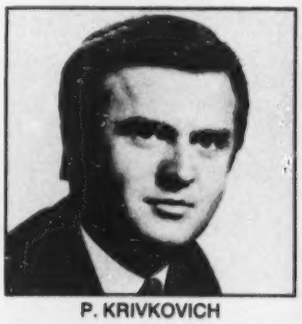
Weiss to quit Ingalls

BOSTON—David Weiss, the Ingalls Associates president recruited two years ago from a senior

(Continued on Page 55)

Street Talk

Whatever happened to the commercial "zapping" uproar? General Foods and others were ready to spend millions researching implications for viewership in the remote-control age. Are you still concerned about zapping?



P. KRIVKOVICH

Peter Krivkovich, president, Cramer-Krasselt, Chicago: "Zapping isn't a major problem. It seems that vcr owners want the security of having taped a program, more than actually wanting to watch it. It tends to be more of enjoying the mechanics of a new gadget. The vcr itself presents a larger problem by offering a strong alternative to commercial television. Viewing of any program, no matter how it was acquired, may diminish the chance of exposing consumers to an advertising message."

A. SYLVESTER

Alice Sylvester, associate director-media research, J. Walter Thompson USA, Chicago: "We continue to be completely involved in the issue in that it brought our attention back to the broader question of commercial inattentiveness. Maybe we got a little soft. What we have to do as an industry is raise the CDI [category development index] for people to watch commercials. Better commercials and public awareness of better commercials will raise the general interest in watching them."

G. WILLHOFT

Gene Willhoft, vp-director of media services, Ally & Gargano, New York: "Yes, we're concerned, even though our recent analysis of Nielsen information suggests for now the problem is not as severe as many may think. . .Our answer has been to pressure the networks and local stations for first positions within commercial pods. And with our creative product, we feel if we can catch viewers' attention for a few seconds, we're likely to hold them for the duration of the spot."

M. FLATLIE

Mary Flatlie, senior vp-media director, J. Walter Thompson/West, Los Angeles: "We're all still concerned about zapping, but it has taken on some new turns. When someone is sitting in front of the television set and is switching channels, chances are that person is going to switch to another commercial. The thing that has us all concerned is what we call 'zipping' these days. That's when the person is in front of the vcr and can fast-forward through the commercials. In many instances, that potential commercial exposure is lost."

S. SEGAL

Stephen Segal, senior vp-media director, Lowe Marschalk, New York: "Zapping may only be a real problem in the future. The great number of tv homes have no remote control and cannot easily zap. In fact, less than 10% of program audiences switch channels during programs. Zapping will probably, however, increase, and networks may eventually have to discourage this by varying lengths of commercial pods, or make programs more interesting."

ADVERTISING AGE asks those who serve agency creative and/or media departments to share views on major advertising-related issues. While we're out there making calls for this feature, why wait for the phone to ring? Send pithy comments and a recent photo to: Street Talk, ADVERTISING AGE, 220 E. 42nd St., New York 10017.

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MediaWorks

ON THE DIAL

Scheduled radio specials and new programs or syndicated services.

ABC Radio Networks, New York, will begin offering affiliates of all six of its networks a new feed of historic audio cuts that are bound to jog the memories and tweak the hearts of baby-boomers everywhere. Called "Audio Datebook," the new feed has drawn extensively on the archives of ABC News to come up with classic actualities from events such as Ed Sullivan introducing the Beatles, men landing on the moon and Woodstock.

United Stations Networks, New York, takes its formerly summer-only "Hot Rocks" series to weekly frequency starting April 5 with a show featuring the music and the thoughts of John Cougar Mellencamp. At present, United plans to offer the series weekly to affiliates through the end of the year. At press time, the first offering had cleared US affiliates in 80% of the top 173 Arbitron-defined markets.

Westwood One Radio Networks, Los Angeles, will kick off a new series called "BBC Classic Concerts" on April 14 with a concert taped live at the BBC's Paris Theater in London in April, 1971, featuring Led Zeppelin. After the debut show, the series will air every fourth week as an addition to Westwood's "In Concert" show, and will feature classic performances by such supergroups as Pink Floyd, the Faces, Deep Purple, Traffic, the Kinks, Rod Stewart, Jeff Beck and the Police. Clearance numbers were not available at press time.

Ed Salamon (l.), exec vp of programing for United Stations Networks, talks with John Cougar Mellencamp.

United Stations Networks, New York, will provide volunteer coverage of the Hands Across America hunger relief project, scheduled for May 25. USN will provide daily, 60-second news updates narrated by various celebrities connected with the project beginning April 1. The coverage will culminate with a three-hour special, produced with Coca Cola USA, that will cover the event itself on May 25. Proceeds from the sale of advertising time will be forwarded to Hands Across America and the USA for Africa Foundation. ■

TV AVAILS

A weekly listing of tv programing that still has commercial availabilities open in the next few weeks.

"Star Games," produced by Viacom Enterprises, has "some avails" through the rest of this quarter at $25,000 per :30. For advertisers with 52-week commitments, the per-unit cost is $20,000. Long-term advertisers include Bristol-Myers, Warner-Lambert, Mars, Keebler and Ralston Purina. The show, which premiered in September, is described by Viacom as a celebrity sports competition in which the "sexiest and hottest stars go head-to-head for big bucks." Bruce Jenner and Pamela Sue Martin—to be replaced later this season by Morgan Brittany—are the host and hostess. Caroline Raskin is executive producer and Don Ohlmeyer is creative consultant. The show has been averaging an 8 rating and reaches 88% of U.S. tv households. The 52-week advertisers are guaranteed a 7 rating and a $4 cost-per-thousand.

"The Rock 'n' Roll Evening News" has now been barter-syndicated to 85 markets for a fall series start; 90% of those stations are network affiliates, led by WNBC-TV, New York; WMAQ, Chicago, and KCBS, Los Angeles. King World, New York, is handling station clearances for the weekly hour, with its Camelot Entertainment Sales division selling the commercial time.

Bruce Jenner (l.) and Morgan Brittany co-host "Star Games." Dick Butkus is commissioner of the athletic contests.

"Gidget" has now been cleared by 57 stations for 70% coverage of U.S. tv homes by Colex Enterprises, New York, the joint venture of Columbia Pictures TV, Burbank, and LBS Communications, New York. That count is up from 58% coverage after NATPE, with the latest stations including WOR-TV, New York; KTLA, Los Angeles, and WBGO, Chicago. Colex promises a minimum of 44 half hours or two years of weekly barter for the sitcom, through 1987-88. For fall '88, the carrier stations will strip this series with the original 32 offnet episodes starring Sally Field. Amount of commercial avails unavailable at press time.

"Open Season with George Steinbrenner," a half-hour, springtime series in which the Yankees owner will moderate a weekly debate on current sports issues, has been cleared by 85 stations so far, for 72% coverage of U.S. tv households. SFM Entertainment, New York, is selling 2½ minutes of national commercial time on the barter-syndicated series, to consist of 18 original episodes plus eight repeats. ■

NEWSSTAND

A list of upcoming print advertising opportunities, such as special issues and ad sections.

Sporting News, New York, baseball season opener special issue, April 1; ad close: March 13. B&w page: $13,282; color page: $16,728.

The Economist, New York, special editorial report on the U.S. Navy, April 12 issue; ad close: March 14. B&w page: $5,390; color page: $5,990 (U.S. edition).

Yachting, Cos Cob, Conn., three special America's Cup issues, May, 1986; February, 1987, and April, 1987; ad close for special combination rate for display advertisers ordering space in all three: March 15. B&w page (per issue): $6,610; color page (per issue): $9,940.

PARADE

New York Times Magazine, New York, Part 2, "The World of New York," focusing on the Statue of Liberty, May 18 issue; ad close: March 17 (color), April 8 (b&w). B&w page: $19,830; color page: $30,445.

American Health, New York, "The book & video library" advertising section, June issue; ad close: March 20. 1/9-page unit: $1,400.

Newsweek International, New York, computers and communications ad supplement, May 12 issue; ad close: March 31. B&w page: $3,630 to $14,930; color page: $6,175 to $25,380 (depending on editions used).

Rolling Stone, New York, "The hot issue," special issue on "hot" people, places and trends, May 22; ad close: March 31 (color), April 3 (b&w). B&w page: $19,425; color page: $28,430.

Parade, New York, "Gifts on *Parade*" Father's Day gift guide, June 1 issue; ad close: April 11. ¼-page unit: $75,000; ½-page: $140,000. ■

MediaWorks also appears in the Monday edition of Advertising Age.

TV POWER SHARES

The following chart lists network tv shows that won their time periods, ranked by audience share dominance. It is a reflection of how decidedly a particular show defeated its immediate competition and reflects the program's dominance of available audience. The numbers following the program name are the amount of share points by which the program defeated the second-place show during each week shown. An indicator of 10 or more is considered "dominant," while 5 to 10 is considered "good." Anything less than 5 is a "borderline" victory. *Source: Nielsen Overnight Ratings.*

Show	Week ending	2/27	2/20	2/13
DOMINANT WINNERS				
1. "The Cosby Show" (NBC)		38	31	28
2. "You Again?" (NBC preview)		33	DNA	DNA
3. "Golden Girls" (NBC)		20	4	10
4. "60 Minutes" (CBS)		17	14	16
5. "227" (NBC)		16	1	10
6. "Murder, She Wrote" (CBS)		15	15	11
7. "Cheers" (NBC)		12	11	13
8. "Miami Vice" (NBC)		11	7	3
9. "Facts of Life" (NBC)		1	—1	7
10. "Dallas" (CBS)		11	6	13
11. "Highway to Heaven" (NBC)		11	10	10
12. "Blood & Orchids" Part II (CBS)		10	DNA	DNA
GOOD WINNERS				
13. "Night Court" (NBC)		8	7	-6
14. "Gimme a Break" (NBC)		8	-4	4
15. "Blood & Orchids" Part I (CBS)		8	DNA	DNA
16. "Dynasty" (ABC)		8	11	10
17. "Hotel" (ABC)		6	9	6
BORDERLINE WINNERS				
18. "Grammy Awards" (CBS)		5	DNA	DNA
19. "Webster" (ABC)		4	1	8
20. "Remington Steele" (NBC)		4	-1	1
21. "Hill Street Blues" (NBC)		3	DNA	-1
22. "Mr. Belvedere" (ABC)		3	-1	4
23. "Newhart" (CBS)		1	DNA	-2
24. "Kate & Allie" (CBS)		1	2	1
25. "ABC News Analysis" on Reagan speech		1	DNA	DNA

BEHIND THE SHARES

A scheduling coup

Clever scheduling by NBC gave big preview numbers to new shows **"Valerie"** and **"You Again?"** "Valerie," a half-hour sitcom starring Valerie Harper, about to go weekly, appeared headed for a 16-share victory over **"Airwolf"** (CBS) and **"Benson"** (ABC) last Saturday, based on its overnight performance in 12 markets. "You Again?" picked up **"Family Ties' "** audience and more during its premiere episode: "Ties" has not yet achieved a 51 share, as "You Again?" did. The real test comes this month when both shows begin their "second season" run back-to-back at 8 p.m. (ET).

More good news for NBC: **"The Cosby Show"** scored its highest share ever (56) and the highest share for a sitcom since the Jan. 15, 1972, episode of CBS' **"All in the Family"** (58). **"Miami Vice"** crushed a softening **"Falcon Crest."** ■

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Monday, March 10, 1986

Advertising Age

Crain's International Newspaper of Marketing
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Mennen will use a spaceship setting to tout Real roll-on as an "advanced" antiperspirant with a water-free formula and patented applicators allowing women to adjust the amount of deodorant needed, as in this test spot from Campbell-Ewald.

Change in ad-tax plan won't ease opposition

By STEVEN W. COLFORD

WASHINGTON—New details of a Reagan administration proposal to reduce the tax deductibility of ad expenditures may soften the blow for advertisers but won't affect the ad industry's stiff opposition.

A Red Alert from the Assn. of National Advertisers and a Legislative Alert issued by the American Advertising Federation are intended to derail congressional tinkering with advertisers' deductions.

The American Assn. of Advertising Agencies made a special mailing to its 1,100 members and offices and hired Arthur Andersen & Co. to analyze the idea, calculate its financial impact and amass counterarguments.

Industry opposition was unflagging, even after more details of the proposal were disclosed late last week, revealing a formula for an 80% deduction in the year of the advertising expenditure, with the remaining 20% deducted in equal increments of 4% in each of the five succeeding years.

That option would produce less revenue for the federal government than the initially disclosed flat 20% disallowance, but also would substantially soften the bottom-line impact on advertisers.

A Senate finance committee aide said the latest deductibility option would "provide an initial, significant gain to the Treasury."

Government figures on how much revenue the option would generate—and cost advertisers—are expected this week from the finance committee. Aides emphasize that individual elements of the current tax-reform package might be revised or eliminated once the committee begins formal consideration of the bill, planned for March 19.

But Price Waterhouse advertising expert John Hatab said a calculation of the 80/20 plan with a five-year amortization schedule shows a net gain to the Treasury over five years of $21.6 billion, assuming annual advertising expenditure of $100 billion.

That $21.6 billion is identical to the savings originally projected by

(Continued on Page 104)

Mennen plots a Real return to innovation

By PAT SLOAN

NEW YORK—Mennen Co. will make a grand return to the new-product scene this spring after an absence of five years, spending $14 million on media alone to introduce Real antiperspirant.

Mennen also is considering bringing out Baby Magic laundry detergent and Compete Skin Fitness for Men nationally by fall. If Baby Magic rolls national, it would pit Mennen against Procter & Gamble, marketer of Ivory Snow and Dreft.

Mennen has indicated to retailers that Real—with a water-free formula and patented applicators—could almost double the company's market share in the $1.2 billion deodorant/antiperspirant category. That category has grown 64% in dollar sales during the last five years.

The marketer has been seemingly gunshy of new-product introductions since it introduced Millionaire men's cologne in 1979 and Hawk men's fragrance in 1980, both of which performed poorly.

Observed Salomon Brothers vp Diana Temple, "Disappointments have a way of chastising companies. But, after some more recent success, Mennen's became a little more aggressive."

Mennen chairman Donald Horne described the company's new-products' drive as part of a more aggressive marketing program focusing on internal product development and acquisitions to help increase its current revenue base of about $162 million.

Last year, in its first foray outside health & beauty aids, Mennen acquired Indianapolis-based Paper Art, a marketer of decorative paper goods. Also during 1985, there were indications that Baby Magic Liquid would be introduced nationally (AA, Nov. 14). But instead, in November, it was merely put into a four-city test in Minneapolis, Fargo, N.D., Milwaukee and Grand Rapids, Mich.

Ms. Temple's reference to a recent success was based on Men-

(Continued on Page 104)

"After some success, Mennen's

NEWSPAPER

Ratings change could cost cable net $7 million

MTV, Nielsen out of sync

By JUDANN DAGNOLI

NEW YORK—Depending on who you believe, MTV: Music Television's ratings either did or didn't take a disastrous tumble in the fourth quarter of 1985. As much as $7 million in potential make-goods from the cable network is riding on who's right—MTV or the Nielsen Television Index.

The dispute with Nielsen concerns a change in the number of households in the NTI sample that were capable of receiving MTV's programing.

MTV executives claim NTI is underreporting the cable network's ratings, because the fourth-quarter audience sample size included 25% fewer households that receive MTV than were covered in the third quarter last year. But Nielsen officials say its current household sample is more accurate than previous samples, which had overstated MTV viewing and inflated its ratings. In the third quarter of 1985, MTV averaged a 0.9 household rating. In the following quarter, sources said, household ratings dropped to 0.6.

Neither Nielsen nor MTV would reveal what the ratings were for MTV's key demographic category, men aged 18 to 24. MTV's refusal to release the ratings to advertisers, however, suggests the decline was as severe in that category as it was over-all.

A.C. Nielsen Co. officials declined to discuss the issue. However, in a letter to Robert Pittman, president-ceo of MTV parent MTV Networks, William Hamill, an exec vp at Nielsen, wrote, "Our findings to date have revealed that there have been major changes in the demographic composition of Nielsen's MTV installed and in-tab metered sample in the last six months. . .While fluctuations do occur in our MTV sample, we have not seen declines in any individual

(Continued on Page 104)

Eastern's fare cuts vex Delta

By BRIAN MORAN

Delta Air Lines is scrambling to protect itself from one of the swiftest, most aggressive promotion campaigns ever staged by rival Eastern.

Atlanta-based Delta, after expecting to feast on Eastern's much-publicized labor and financial crises and its pending takeover by Texas Air (AA, March 3), is instead weighing a crucial decision on whether to match Eastern's short-term, system-wide fare cuts and its elimination of most fare restrictions.

Miami-based Eastern last week

(Continued on Page 102)

Last Minute News

Needham named as Hasbro's second agency

PAWTUCKET, R.I.—Hasbro has chosen Needham Harper Worldwide as its second agency, handling $15 million to $20 million in billings. Needham will treat this as "a corporate account," using teams in Chicago and New York, says Al Carosi, Hasbro vp-marketing. Griffin Bacal, New York, remains Hasbro's primary agency, with $100 million-plus in billings.

Canfield's squeezes into juice-added field

CHICAGO—A.J. Canfield Co. is rolling out reformulated versions of its seven fruit-flavor soft drinks. They now contain 10% juice. Tv spots break here this month and elsewhere as the products are expanded. Canfield is more than doubling its ad budget, spending $6 million to $7 million on tv this year. Hal Dickens Advertising, Northfield, Ill., handles.

DDB's profits dive in fourth quarter

NEW YORK—Doyle Dane Bernbach reports a 59% drop in net income to $1.7 million for fourth-quarter, 1985. Revenue dropped 1% to $61.2 million. For the full year, net income fell 31% to $6.1 million, though revenues rose 2% to $220.9 million.

Wunderman still No. 1 in direct marketing

NEW YORK—Wunderman, Ricotta & Kline again tops the field among direct-marketing agencies, reporting $175.7 million in 1985 U.S. gross bill-

(Continued on Page 8)

HIGHLIGHTS

Mennen finds Real-ity 1
Mennen Co. will make a grand return to the new-product scene this spring, spending $14 million on media alone to introduce Real antiperspirant. Mennen also is considering bringing out Baby Magic laundry detergent and Compete Skin Fitness for Men by fall. If Baby Magic rolls national, it would pit Mennen against Procter & Gamble, marketer of Ivory Snow and Dreft.

Delta, Eastern in dogfight 1
Atlanta-based Delta Air Lines is scrambling to protect itself from one of the swiftest, most aggressive promotion campaigns ever staged by rival Eastern.

The Appelman Affair 3
Bozell, Jacobs, Kenyon & Eckhardt hired William Appelman away from Young & Rubicam early this year, at the same time the two agencies were fighting for the $45 million Merrill Lynch account. The ethics of Mr. Appelman's involvment in Y&R's attempt to hold onto the account, which Bozell won, and the timing of his resignation, have some admen wondering.

Is the family way dying? 3
Most newspaper families are committed to maintaining control of their journalistic legacies. And most feel secure. But the value of newspaper companies, federal tax policy and simple human greed have put the newspaper family on the endangered species list.

Rolaids toughens for Tums 4
Warner-Lambert is taking steps with a new comparative ad effort to defend its Rolaids against a tough challenger, Norcliff-Thayer's Tums, in the stomach-tablet category.

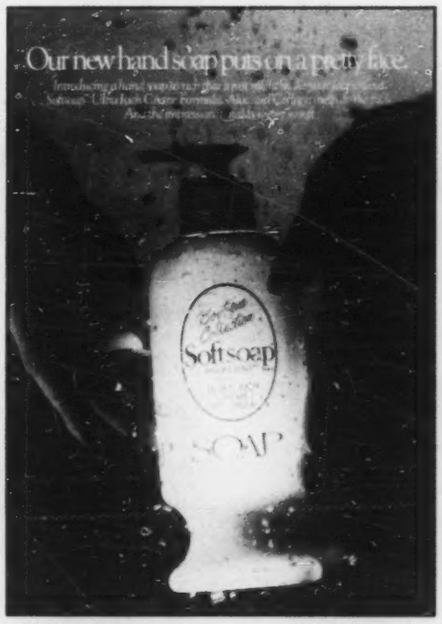
JWT Chicago execs ascend 6
JWT Group's long-awaited management reorganization has thrust the heads of its Chicago advertising and public relations operations into the ceo roles at its J. Walter Thompson Co. and Hill & Knowlton subsidiaries.

C-P to hold what it's got 12
The ascendancy of Robert Phillips to president-chief operating officer of Chesebrough-Pond's should short-circuit recent rumors that the Greenwich, Conn.-based company is looking to sell Stauffer Chemical Co.

Slim 'n Trim broadens reach 28
Slim 'n Trim is quadrupling its ad budget this year to $4 million and taking major steps toward becoming a national brand name. The formerly regional company has struck an agreement with Quality Chekd Dairies Assn. that will cover 36 states and four Canadian provinces.

Looking for stamp of approval 32
American Discount Stamps has yet to sign an advertiser or a distributor for an idea that has caught the national news media's fancy: Selling ad-supported and discounted 22¢ postage stamps.

Focus on corporate image 42
Corporate image advertising chases the spirit of a company, and that spirit-hunting has increased. One estimate places corporate image advertising spending at between $1.5 billion and $2 billion in 1984. That spending has been accelerated by name changes, divestitures and mergers, which require companies to publicize their identities.



More Minnetonka soft-peddling 49
Minnetonka may be the only marketer in the $100 million liquid-soap category that still believes it can squeeze out more sales, and it is readying additional line extensions in the category it created in 1980.

INTERNATIONAL

French tv faces crisis 56
When the votes from France's March 16 parliamentary elections are tallied, it could spell vast changes in the tv revolution started by President Francois Mitterrand. If his Socialist party loses its majority power, the future of several new private, ad-supported tv stations granted licenses by Mr. Mitterrand could be in trouble.

Bayer hands aspirins to McCann 58
Bayer AG, the German healthcare and chemical company, has picked McCann-Erickson to handle global advertising for the company's top-selling Bayer aspirin. The account, estimated at $10 million, will cover 10 countries both within and outside Europe, excluding the U.S.

Spain NATO role shaky 60
The Spanish government has mounted a massive, U.S.-style political advertising campaign to persuade voters that Spain should stay in the North Atlantic Treaty Organization. Taking the other side of the issue, which will be decided on in a referendum March 12, is a group of anti-U.S. pacifists, ecologists, communists and intellectuals.

OTHER NEWS

Johnson & Johnson's Ortho Pharmaceutical division claims it has toppled Warner-Lambert's longtime leadership position in the home-pregnancy-test category, a claim W-L disputes as it introduces a new improved product in its e.p.t. line. Page 4.

Johnson & Johnson may have a harder time controlling the damage to its Tylenol brand overseas than it is having in the U.S., following the latest cases of product tampering. Page 26.

Market leader Jose Cuervo tequila and fast-growing competitor Sauza tequila are locking horns in upscale ad campaigns that try to reposition their brand images from macho to Mexican chic. Page 50.

Public relations agencies experienced a boom in 1985 as in-house corporate communications posts became casualties of the recent merger and acquisition fever. Page 70.

Airwick Industries plans to breathe new life into the stale $200 million air-freshener category with the introduction this month of a time-release product disguised in a decorative knickknack. Page 76.

Having conceded the 1985-86 season prime time ratings race to NBC, CBS-TV is trying to slash the victory margin and keep the peacock network's strutting to a minimum. Page 90.

Two major players, armed with new products, are planning to creep up this spring on S.C. Johnson & Son's commanding lead of the $637 million household insecticide market. Page 96.

The U.S. Postal Service board of governors, sustaining a recommendation by the Postal Rate Commission, last week decided to rewrite some postal rules that had allowed newspapers to squeeze an extra weekly edition, packed with ads, through the second-class postage requirements and straight into competition with direct mailers of ads. Page 103.

COMING THURSDAY

An Italian designer who blends sheet metal with poetics is a key element in Cadillac's hopes to refashion its image as North America's No. 1 luxury-car division. Sergio Pininfarina is chairman, president and chief executive officer of Italy's Industrie Pininfarina, S.p.A., charged with styling, developing and manufacturing bodies for the Cadillac Allante, an ultra-luxury, two-seat sports convertible coming to market this fall with a price tag near $50,000.

Increasing fragmentation in buying motivations and styles among the affluent has retailers scrambling to target the category. American Demographics places 4% of all households in the $75,000 annual household income category. Special Report looks at this group and how retailers are reaching its members.

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FCB not yet prime takeover target

By GARY LEVIN

Shamrock Holdings' increased stake in Foote, Cone & Belding Communications doesn't yet make the agency a prime takeover target. But analysts now concede the possibility that a takeover bid could succeed under "ideal" conditions.

Shamrock, a Burbank, Cal.-based investment company controlled by Roy Disney, last week disclosed it holds 7.4% of FCB's common stock, up from the 5.2% it owned as of Feb. 3 (AA, Feb. 17). The move is part of a larger trend involving private-investor interest in both public and privately held agency stocks (*see related story, Page 101*).

The increased stake "for the first

(Continued on Page 100)

K&B, Bates set date, spurn JWT

By PAUL L. EDWARDS

New York—Ted Bates and Kobs & Brady, Chicago, last week set their marriage for April 1 after a 3½-year courtship that nearly broke up at the last minute when J. Walter Thompson Co. came in with an unexpected offer for K&B.

Although terms were not disclosed, the purchase by Bates is considered to be the largest direct-marketing acquisition ever, worth between $10 million and $15 million.

K&B, the last of the large independent direct-marketing agencies, with $70.2 million in billings in 1985, this year received takeover bids from at least three ardent suitors. So hot

(Continued on Page 100)

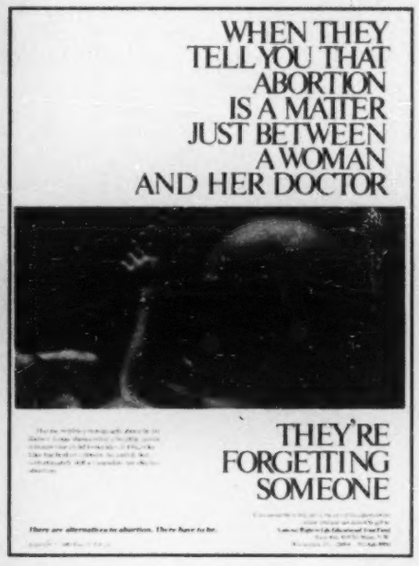
West Coast news

CCL wins Fidelity account

Fidelity Federal Savings & Loan Assn., Glendale, Cal., shifted its $2 million account to Cochrane Chase, Livingston & Co., Los Angeles, the agency formed last year with CCL's acquisition of Cunningham & Associates. CCL-Los Angeles manager Don Cunningham has previous ties to the s&l, which used his former agency, Cunningham, Root & Craig; from 1979 to 1985. Fidelity Federal was most recently with Kresser, Craig/D.I.K., Los Angeles, where

(Continued on Page 8)

First, a caveat. We're New Yorkers, and our loyalties lie with the Giants and the Jets. However, we had to like these ads because they capitalized on the hoopla surrounding the Super Bowl and on the now ubiquitous Bears—before they won the game. The "Refrigerator" ad from Drexel Burnham Lambert, via Chiat/Day and featuring William Perry, was running before Super Sunday. The art's contrast with the headline provides the punch here; Mr. Perry is many things, but he isn't small. Creative director: Jay Chiat; art directors: Bob Dion, Marv Rich; copywriters: Bob Sundland, Amelia Rosner; photographer: Jean Moss. The Young & Rubicam, New York, Jim McMahon ad, sans Jim, ran the day after the Super Bowl. After Mr. McMahon's headband antics, there was no way to miss the point. Creative director: L. DiJoseph; art director: J. Polachek; copywriter: K. O'Donoghue; photographer: J. Endress.



This ad from the National Right to Life Committee in Washington uses an arresting headline and photograph that grab a reader's attention, regardless of one's position on the abortion issue. It also serves to present a powerful case to the unconvinced and also to act as a fund-raiser. The ad was created for the committee by Peter D. Erhard; the photo was taken by Dr. Rainer Jonas.

This ad for RC Cola, via Dancer Fitzgerald Sample, used newspaper space extremely well by running two pages back-to-back, so that the reader is prompted to look for the reason for the ad. It also represents a good marriage of image advertising and promotion, as it carried a coupon. Creative group head: Fred Massin; art director: Amy Bronstein; copywriter: Rex Wilder; illustrator: Elwyn Mehlman.

FLASH REPORT: Newspaper advertising investment for November

November 1985	IN 100 THOUSANDS IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1985	1984	ACTUAL $ G OR L	% G OR L
Amusements	1985	$29,246,276	$26,147,352	+3,098,924	+11.9
	1984				
Computer stores & supplies	1985	6,580,208	6,291,103	+289,105	+4.6
	1984				
Department stores	1985	114,132,382	115,426,917	-1,294,535	-1.1
	1984				
Food stores	1985	27,739,543	26,903,248	+466,295	+1.7
	1984				
Radio, tv, phonographs, records	1985	27,270,956	23,292,276	+3,978,680	+17.1
	1984				
General merchandise stores	1985	56,336,988	52,496,663	+3,900,325	+7.4
	1984				
Alcoholic beverages	1985	4,199,989	4,151,639	+48,350	+1.2
	1984				
Cameras, photo supplies & services	1985	775,603	860,605	-85,002	-9.9
	1984				
Computers, equipment & services	1985	5,562,361	9,290,428	-3,728,067	-40.1
	1984				
Public service utilities & communications	1985	8,304,973	8,961,262	-656,289	-7.3
	1984				
Publishing & media	1985	18,911,549	17,853,203	+1,058,346	+5.9
	1984				
Cigarets	1985	9,178,813	7,976,612	+1,202,201	+15.1
	1984				
Airlines	1985	14,316,008	12,978,286	+1,337,722	+10.3
	1984				
Passenger cars-new	1985	18,527,774	15,167,651	+3,360,123	+22.2
	1984				
Banks & trust companies	1985	7,885,116	5,676,172	+2,208,944	+38.9
	1984				
Stock, bond & investment houses	1985	2,308,729	2,021,415	+287,314	+14.2
	1984				

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

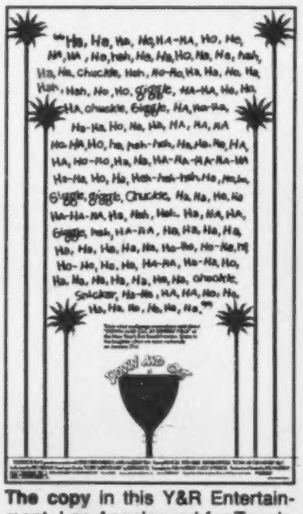
November slow for dailies

By WILLIAM F. GLOEDE

New York—Although major-market newspaper advertising for 16 categories rose an average 4.6% in November from year-ago, it was a mediocre month for most dailies. The increase in spending failed to keep pace with the average increase in ad rates, partly because the late Thanksgiving holiday in 1985 shaved a week off the Christmas selling season. Advertisers in the 16 major categories—12 of which posted increases—spent $351 million in November, about $15.5 million more than the $335.5 million spent in November, 1984, according to the FLASH REPORT of Newspaper Advertising Investments prepared for Ad Age by Media Records.

Department stores, the largest category measured, posted a 1.1% decline to $114.1 million. Among other retailers, general merchandise stores hiked spending 7.4% to $56.4 million; food stores spending rose 1.7% to $27.4 million; computer and supplies retailers raised spending 4.6% to $6.6 million, and radio-tv-phonograph-records dealers hiked spending 17.1% to $27.3 million.

Among other categories posting gains were amusements, up 11.9% to $29.2 million; alcoholic beverages, up 1.2% to $4.2 million; publishing and media, up 5.9% to $18.9 million; cigarets, up 15.1% to $9.2 million; airlines, up 10.3% to $14.3 million; passenger cars-new, up 22.2% to $18.5 million; banks and trust companies, up 38.9% to $7.9 million, and stock, bond and investment houses, up 14.2% to $2.3 million. The FLASH REPORT is based on MRI measurement of 29 daily and 23 Sunday newspapers in 15 major markets.#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